



Resume

Buzz Miller

Creative Director (Art)

Philadelphia

heybuzzmiller@gmail.com

(609) 238-1574

heybuzzmiller.com

Selected Clients & Brands

AAA Club Alliance • AstraZeneca • Bank of America • Comcast • EZ-Pass • Fuji Bicycles • Martin Guitars • Mylan
PA Parks & Recreation • PECO • Pizza Hut • Puma • Shire • Sunoco • Verizon • William & Mary • Yards Brewing

Professional Experience

HEYBUZZMILLER.COM, Philadelphia, PA - Freelance Creative Director (Art) Remote and On-Site

- Developed campaign for World Cup Philly 26 (FIFA) utilizing the movie "ROCKY II" to promote the 2026 FIFA World Cup in Philadelphia.
- Created a social campaign for Philadelphia Craft Ice Co.
- Campaign for Bill's Khakis including outdoor, social and digital assets.
- Captured brand assets for Philadelphia Cream Cheese with (Rethink/Toronto) with Philadelphia Eagles fans.
- Developed full brand marketing and merchandise for the township of Harvey Cedars, LBI.
- Rebrand for Bass River Campgrounds including merch as well as marketing materials for print and social.
- Branding for start-up "Therapeutic Foodie" including logo and all branding assets.

PINE, Philadelphia, PA - Partner/Executive Creative Director

- Built and operated a nimble creative studio delivering hands-on brand and campaign development for full-scale branding, campaigns, and integrated storytelling.
- Partnered directly with C-suite clients to develop messaging platforms, visual identities, and multi-channel creative systems.
- Delivered campaigns that increased client market share and brand awareness by up to 40%.
- Built and managed high-performing creative teams and external collaborators while maintaining hands-on involvement in concept development.

Razorfish Health, Philadelphia, PA - VP/Group Creative Director

- Oversaw major healthcare and pharma brands, leading integrated digital and HCP campaigns.
- Managed cross-functional teams across copy, design, UX, and video; ensured alignment with client objectives and FDA compliance.
- Led creative for campaigns that contributed to >\$100M in client revenue impact.

Snow Companies, Williamsburg, VA - Creative Director

- Led patient-focused storytelling initiatives centered on authenticity, empathy, and emotional resonance.
- Developed high-impact video, digital, print, and congress assets that increased engagement by 60% across therapeutic areas.



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Digitas Health Life Brands, Philadelphia, PA - VP/Creative Director

- Drove creative development across multiple pharma brands, including Crestor, Mylan, and Vyvanse.
- Created integrated DTC and HCP campaigns delivering measurable prescription lift and brand affinity gains.
- Led the agency's most successful creative pitch win streak over a three-year period.

Earlier Creative Leadership Roles

Creative Director – 160over90, Philadelphia

Creative Director – Red Tettemer, Philadelphia

Associate Creative Director – Tierney, Philadelphia

Associate Creative Director – QVC Network, Philadelphia

Senior Art Director – Earle Palmer Brown, Philadelphia

Senior Art Director – Ketchum (Philadelphia & San Francisco)

- Delivered award-winning work across consumer, lifestyle, nonprofit, and cultural brands
- Clients: Bank of America, Bot Water, Comcast, Du Pont, Exelon, Hunt Wesson, Independence Blue Cross, Melitta Coffee, Martin Guitars, PA Lottery, Peco, Pizza Hut, Puma, Temple University, Wilkes University, Verizon

Awards & Recognition

Adweek's Best of Spots • Communication Arts • D&AD • Lürzer's Archive • PRINT Design Annual

One Show Creative Showcase • National & Local ADDYs (including Best of Show) • Telly Awards

Core Capabilities

Creative Leadership: Brand Platforms, Campaign Development, AI-assisted concept iteration,

Content system design for multi-platform ecosystems, Social-first storytelling

Strategy & Collaboration: Brand Positioning, Narrative Development, Pitch Leadership, Client Collaboration

Channels: Integrated Campaigns, Digital, Social, Film/Video, OOH, Print, Experiential

Skills: Concept Development, Visual Storytelling, Creative Problem Solving, Art Direction, Design,

Brand Consistency, Typography and Layout, Attention to Detail

Tools: Adobe Creative Suite, Emerging AI Creative Tools, Google Apps, Pen & Paper, Slack